

ABSTRACT

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A method and system is provided that operates as an intelligent intermediary between online consumers and providers of goods and services. The system operates to receive a request initiated by a consumer and transmitted over a global communication network (*e.g.*, the Internet), said request comprised of a highly intuitive and simple domain name (*e.g.*, INEEDACAB.COM) further associated with a large family of domain names (*e.g.*, INEEDAHOTELROOM.COM and INEEDHOMEREPAIRS.COM) each of which includes a common domain name element (*e.g.*, INEED). In response to receiving the request, the system determines the subject matter of the request and operates to select at least one name of at least one provider related to the subject matter using a name linking policy. Thereafter, the system operates to forward the selected at least one name of the at least one provider to the consumer, along with comparative pricing and availability information regarding goods and services offered by the selected provider(s), allowing the consumer to make optimized choices regarding which provider(s) with whom to communicate and, optionally, transact business. Privacy and payment instructions, consumer preferences, provider history and other instructive information for each consumer are maintained by the system in a common database to further facilitate commercial transactions between a consumer and a provider.